

CAMBRIDGE 2000 MEDIA BRIEF

June 7, 1999
Revision #1

Brief Objective: Develop national and regional schematic options for Cambridge's repositioning and new 2000 campaign launch due June 4, 1999.

Overall Marketing Objective

Reposition Cambridge to create a "premium discount" proposition which will appeal to Doral and older (35+) Winston/premium downswitchers.

Provide better coverage within the Philip Morris portfolio by creating distance (image and equity) between Basic and Cambridge.

Overall Advertising Objective

Gain awareness of the new advertising campaign being launched in 1Q, 2000 against the adult discount smoker audience. This new print campaign serves as a tool to reposition and revitalize the brand.

Overall Advertising Strategy

Build awareness with significant reach. Reinforce awareness with continuity and frequency. Increase impact of advertising campaign with special unit.

Media Objectives

Budget: Budget will be determined based on media parameters guided by Doral's media program.

Include an impact unit reserve for the 1st month of launch.

Audience: Overall: AS 35-54*
M/F Split: 40%M/60%F
*represents 51.4% of Cambridge franchise, 52.4% of volume contribution

Geography: *Plan 1: National*

Plan 2: Regional (see attached for market list):

Magazines should be selected based on regions 2, 3 & 4 in addition to 1JO Harrisburg and 5EO Denver markets (represents 65.8% of US).

See attached for Tier 1, Tier 2 & Tier 3 markets to be used for Supplements and FSIs (represents 49.4% of US).

Scheduling:

Print:

The campaign will launch in March, 2000 issues (February, 2000 on-sale). The program should consist of a 3 month heavy-up followed by continuous advertising.

An impact unit (i.e. Direct Mail overrun unit) may be considered for scheduling in the 1st month.

Spreads should be scheduled for the heavy-up period.

Promotional months (retail): February, April, July, September and November

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Communication Goals:

Introductory Period: 3 months - Levels should be at a minimum of 75% reach against the audience. (Doral's average 3 month heavy-up effort averages 72R/3.1F).

Sustaining Period: 8 months - Levels should be approximately 65% reach (reach levels should not exceed Basic's 65R/2.7F sustaining levels).

Creative Considerations:

Spreads and a special unit should be part of the creative mix for the launch period:

Month #1	Impact Unit* and/or spreads
Month #2	spreads-100%
Month #3	mix of spreads and pages, weighted towards spreads-60%/40%
Months #4+	pages - 100%

* Funds should be held in reserve in the event an impact unit is approved.

PLI should be incorporated into the process after month # 4 so that the new campaign can obtain the advantage of the synergies available in selected publications.

Media Selection:

Magazines:

Utilize the Doral magazine list for magazine selection.

Supplements:

Should be used to extend reach during heavy-up launch periods in tiered markets.

FSI:

Should be considered during launch period to promote trial.

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CAMBRIDGE 2000 MEDIA MARKETS

**TIER 1
TOP 10 CAMBRIDGE MKTS**

3FO	LITTLE ROCK
3IO	DES MOINES
3JO	OMAHA
3LO	TULSA
3MO	OKLAHOMA CITY
3NO	DALLAS
4JO	LOUISVILLE
4MO	PEORIA
4OO	MINNEAPOLIS
5EO	DENVER

**TIER 2
TOP 10 DORAL MARKETS**

2CO	RICHMOND
2EO	CHARLOTTE
2HO	KNOXVILLE
2MO	JACKSONVILLE
2OO	ORLANDO
2PO	TAMPA
3DO	MEMPHIS
3GO	NEW ORLEANS
3QO	HOUSTON
4KO	LEXINGTON

**TIER 3
CAMBRIDGE 2nd Tier MARKETS**

1JO	HARRISBURG
2CO	RICHMOND
2EO	CHARLOTTE
2HO	KNOXVILLE
3AO	ST. LOUIS
3KO	KANSAS CITY
4AO	PITTSBURGH
4BO	CLEVELAND
4IO	INDIANAPOLIS
4KO	LEXINGTON

BOLD MARKETS INDICATE CAMBRIDGE/DORAL OVERLAP MARKETS

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2000 Cambridge
Regional Magazines - % U.S. Coverage

6/2/99

PM Regions 2,3,4 + Colorado + Pennsylvania	
State	% U.S.
Alabama	1.6%
Arkansas	1.0%
Colorado	1.5%
Florida	5.9%
Georgia	2.8%
Illinois	4.4%
Indiana	2.2%
Iowa	1.1%
Kansas	1.0%
Kentucky	1.5%
Louisiana	1.6%
Maryland	1.9%
Michigan	3.6%
Minnesota	1.8%
Mississippi	1.0%
Missouri	2.1%
Nebraska	0.6%
New Mexico	0.6%
North Carolina	2.9%
North Dakota	0.3%
Ohio	4.3%
Oklahoma	1.3%
Pennsylvania	4.7%
South Carolina	1.4%
South Dakota	0.3%
Tennessee	2.1%
Texas	6.9%
Virginia	2.5%
Washington D.C.	0.2%
West Virginia	0.7%
Wisconsin	2.0%
Total 31 States	65.8%

Source: Nielsen HH Estimates

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2000 Cambridge
Market Tiers
(Supplement/FSI Markets)

Tier 1 Top 10 Cambridge Markets	Tier 2 Top 10 Doral Markets	Tier 3 2nd 10 Cambridge Markets
3FO Little Rock, AR	1JO Harrisburg, PA	2CO Richmond, VA*
3IO Des Moines, IA	2CO Richmond, VA	2EO Charlotte, NC*
3JO Omaha, NE	2EO Charlotte, NC	2HO Knoxville, TN*
3LO Tulsa, OK	2HO Knoxville, TN	2MO Jacksonville, FL
3MO Oklahoma City, OK	3AO St. Louis, MO	2OO Orlando, FL
3NO Dallas, TX	3KO Kansas City, KS	2PO Tampa, FL
4JO Louisville, KY	4AO Pittsburgh, PA	3DO Memphis, TN
4MO Peoria, IL	4BO Cleveland, OH	3GO New Orleans, LA
4OO Minneapolis, MN	4IO Indianapolis, IN	3QO Houston, TX
5EO Denver, CO	4KO Lexington, KY	4KO Lexington, KY*

* 4 Markets overlap with Cambridge and Doral

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